



STAFF REPORT ACTION REQUIRED

A Summary of the City's Donation Activity for 2016

Date:	October 10, 2017
To:	Executive Committee
From:	Director, Toronto Office of Partnerships
Wards:	All
Reference Number:	

SUMMARY

The purpose of this report is to provide an annual summary of the City's donation activity as required by section 4.15 of the *Policy on Donations to the City for Community Benefits*.

For the 2016 fiscal year, over 7,300 donations were received with a total value of \$1.35 million. More than a dozen City divisions and programs benefitted from these contributions. Donations were made by both individuals and organizations and came in largely from local areas of the City, but also from other parts of the province, and even the country.

It is important to note that the summary only pertains to donations for which tax receipts were issued by the City itself. Agencies and Corporations that issue their own tax receipts, such as the Toronto Public Libraries and the Toronto Zoo, are not included in this summary. Moreover, since the summary is based solely on tax-receipted donations, the actual value of contributions to the City is certainly higher.

The Toronto Office of Partnership (TOP) will report back on the City's 2017 donation activity in the fall of 2018.

RECOMMENDATIONS

The Director, Toronto Office of Partnerships recommends that:

1. The Executive Committee receive this report for information.

Financial Impact

There are no financial implications arising from this report.

DECISION HISTORY

At its meeting on May 26 and 27, 2008 City Council adopted the “Delegation of Authority to Receive and Spend Donations to the City for Community Benefits” (EX20.3) staff report, as amended. The report revised the *Policy on Donations to the City for Community Benefits*. The Policy, which was further updated in 2012, requires the Toronto Office of Partnership to provide Council, on an annual basis, with a summary of the City’s donation activity for the prior fiscal year (section 4.15). This information report is in response to that directive.

The Policy is available at:

https://www1.toronto.ca/city_of_toronto/toronto_office_of_partnerships/files/pdf/donation_policy.pdf

The City Council Decision Document for May 26 and 27, 2008 is available at:

<http://www.toronto.ca/legdocs/mmis/2008/cc/decisions/2008-05-26-cc21-dd.pdf>

ISSUE BACKGROUND

The City’s donation activity for the 2016 fiscal year (Attachments #1 – #2) can be summarized as follows:

- 1) Approximately \$1.35 million was received in 2016. This is \$110,000 more than in 2015. In fact, this is the fourth straight year that donations have risen.
- 2) Over 7,300 donations were accepted. While a number of individuals and organizations donated on more than one occasion, usually donors gave only once to a particular cause.

- 3) Although organizations also contributed to City initiatives, the vast majority of donations were obtained from individuals.
- 4) As was to be expected, the vast majority of donations were received from City of Toronto residents. However, donations did come in from other parts of the province and the country.
- 5) Of the 7,325 donations received in 2016, 92% (6,746) was for \$100 or less. In fact, 60% (4,412) of all donations were valued at no more than \$25.
- 6) In 2016, as in previous years, the City received relatively few sizeable cash and in-kind donations: 11 had a value over \$5,000 including 2 donations of at least \$100,000 each.
- 7) Donors gave to more than a dozen different City divisions and programs. However, 82% (6,001) of the total number of donations received were designated for Municipal Licensing & Standards (MLS). The Division's success is largely attributable to its 24-hour online pet licensing system (ePET). The system includes a donation component which enables pet owners to contribute to Toronto Animal Services' spay and neutering program while at the same time allowing them to register their pets or renew their licenses online.
- 8) While MLS received the greatest number of donations, the Parks, Forestry and Recreation Division secured the highest total value (\$0.510 million), followed by MLS (\$0.468 million) and the Economic Development and Culture Division (\$0.129 million). In fact, these 3 divisions accounted for approximately 82% of the \$1.35 million.
- 9) In December 2011, Council approved the Voluntary Contribution Program. The Voluntary Contribution Program offers an easy way for residents to contribute to City programs and services by including a donation with their property tax payment, either by a mailed-in cheque payment or in person at the City's Tax and Utility enquiry/payment counters. Both the 2016 interim and final property tax bills included an insert advising residents of the Program and offered them the opportunity to direct their contribution to any of the 12 City programs or services listed below:

Program/Service	Total 2016 Contributions	Percent of Total
Children's Services	\$4,354.56	5.4
Cultural Services and Museums	\$1,724.17	2.1
Emergency Services (Police, Fire & EMS)	\$4,564.90	5.6
Employment and Social Services	\$670.01	0.8
Long Term Care Homes and Services	\$1,820.20	2.2
Parks, Forestry and Recreation	\$1,851.65	2.3
Transportation Services	\$2,430.67	3.0
Shelter, Support and Housing	\$52,276.54	64.3
Toronto Animal Services	\$5,762.60	7.1
Toronto Public Libraries	\$4,230.25	5.2
Transit	\$610.22	0.8
General Revenues	\$1,025.00	1.3
Total	\$81,320.77	100%

For 2016, a total of 207 tax-receipted donations were processed from this Program with a value of \$81,321. Donations ranged from \$20 to \$50,000 with most contributions being for \$50 or less.

- 10) Compared to the previous year, both the number of donations accepted and their total value increased. Funds received often fluctuate significantly from one year to the next due to one-off large-scale donations or special campaigns:

Year	Number	Total Value
2012	9,121	\$1.28 Million
2013	7,996	\$1.09 Million
2014	7,171	\$1.12 Million
2015	7,133	\$1.25 Million
2016	7,325	\$1.35 Million

COMMENTS

In reviewing the City's 2016 donation activity, the following should be noted:

1. Summary of Limitations

The above summary is qualified by the following provisions:

- The analysis is derived exclusively from data provided by the City's Accounting Services Division.
- The analysis is based only on donations for which tax receipts were issued by the City itself. Accordingly, the actual value of donations collected by the City is certainly higher. For example, although many City divisions often receive valuable in-kind donations, only 29 such contributions were recorded for tax receipting purposes in 2016. Income tax receipts can only be issued for in-kind donations if the recipient division requests a donation receipt and provides a written appraisal report. The summary indicates that this is not always done. As well, companies that file corporate tax returns normally write off in-kind contributions as expenses. Hence, many (if not most) businesses do not request tax receipts for their in-kind donations. As such, the number of organizational contributions is likely to be under-reported.
- Many of the City's Agencies and Corporations, such as the Toronto Public Library and the Toronto Zoo issue their own tax receipts. Their fundraising efforts are therefore not included in this analysis.

2. Current Process

Currently, the City does not have a corporate capacity to accept and receipt donations electronically. City divisions, with few exceptions, can only collect funds either by mail or in person. This results in a time lag between the receipt of the donation and the issuance of the matching tax receipt. Even in instances where funds are accepted online, as in the case of ePET, the City does not have the capability of issuing instantaneous electronic tax receipts. Rather, all donations need to be physically recorded and batched by the recipient division before the requisite documentation is forwarded to Accounting Services for receipting purposes. This manual process is quite time consuming.

3. Privacy Concerns

One of the rationales for reporting back on in-year donation activity was to recognize the generosity of specific City donors. Acknowledging the goodwill of Toronto residents is part of the City's ongoing commitment to improving donor stewardship and cultivating relationships. However, due to privacy and confidentiality concerns, we are not able to disclose the names of donors at this time. Under the City's current manual receipting procedures, there is no standard method for identifying which donors wish to remain anonymous and which are willing to be publicly acknowledged. Without the express consent of these donors, the City is not authorized to divulge any of their names nor the amounts they have given, even if it is solely for the purposes of recognition.

4. Future Opportunities

As part of its mandate, TOP actively seeks new donors for City services and programs. To facilitate opportunities for giving, and to address some of the issues identified above (i.e. a labour intensive transaction process, manual tax receipting, donor recognition limitations, etc.), the Office, in conjunction with Accounting Services and the Information & Technology Division, have developed an e-donations strategy for the City. The strategy involves the establishment of an IT platform to support an online donations presence for all City divisions. It is expected that a web-based application that allows members of the public to conveniently make their contributions electronically could potentially boost current donation levels substantially, similar to how the ePET system has helped TAS diversify and enhance its revenue base. Furthermore, an e-donations approach is considered to be relatively efficient compared to paper-based transactions since it allows for much of the administrative back-end (recording, income tax receipting, etc.) to be automated, thereby streamlining the process significantly.

In 2017, the first ever City of Toronto cloud-based solution to accept donations was launched, with Animal Services being the first program to pilot the application. We are looking to test the system with one more division before the end of the year.

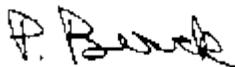
5. 2017 Donation Activity

For the 2017 fiscal year, the Toronto Office of Partnership will report back on the City's donation activity in the Fall of 2018.

CONTACT

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SIGNATURE



Phyllis Berck, Director

ATTACHMENTS

Attachment #1 - 2016 Divisional Summary of Tax-Receipted Donations
Attachment #2 - Number of 2016 Divisional Donations by Value Thresholds

Attachment #1

2016 Divisional Summary of Tax-Received Donations				
Division	Cash Donations		In-Kind Donations	
	Number	Value	Number	Value
City Clerk's Office				
Archives/Corporate Information Mgmt			4	\$ 3,845
City Council				
Council Member Community Events	3	\$ 6,100		
Toronto Public Health				
Dental & Oral Health			1	\$ 7,900
Economic Development & Culture				
Museums & Heritage	3	\$ 4,080	18	\$ 125,373
Municipal Licensing & Standards				
Animal Services	6,001	\$ 468,232		
Parks, Forestry & Recreation				
Commemorative Tree & Bench Program	292	\$ 311,642		
Centennial Park Conservatory	1	\$ 198,192		
Revenue Services				
Voluntary Contribution	207	\$ 81,321		
Shelter, Support & Housing Administration				
Various Shelters & Centres	16	\$ 6,901	3	\$ 16,380
Social Development, Finance & Administration				
Gardiner West Public Realm	1	\$ 2,000		
Toronto Police Service				
Training & Programming	5	\$ 7,680		
Waterfront Neighbourhood Centre				
Programming	37	\$ 32,734		
Long Term Care Homes and Services				
Various Homes	729	\$ 75,977	3	\$ 1,171
Toronto Fire				
Programming	1	\$ 3,500		
Grand Total	7,296	\$ 1,198,358	29	\$ 154,669

Attachment #2

2016 Divisional Donations by Select Value Thresholds

	<\$25	\$25-\$100	\$101-\$500	\$501-\$1,000	\$1001-\$5,000	\$5001-\$10,000	>\$10,000	Total
City Clerk's Office				4				4
City Council			1	1	1			3
Toronto Public Health						1		1
Economic Development & Culture		2	5	4	7		3	21
Municipal Licensing & Standards	3,323	2,563	106	5	3		1	6,001
Parks, Forestry & Recreation	2	27	25	161	76	1	1	293
Revenue Services	26	137	38	3	2		1	207
Shelter, Support & Housing		3	10	2	3		1	19
Social Development					1			1
Toronto Police Service			1	2	2			5
Waterfront Neighbourhood Centre	1	17	13	1	4		1	37
Long Term Care Homes/Services	331	314	71	9	6	1		732
Toronto Fire Services					1			1
Total Number	3,683	3,063	270	192	106	3	8	7,325
Total Value	\$ 73,724	\$ 160,062	\$ 66,610	\$ 147,075	\$ 266,550	\$ 20,960	\$ 618,046	\$ 1,353,027